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ADVERTISING AND MEDIA RESEARCH

An Analysis of the Tradeoff Between Advertising and Price Discounting, RAJ SETHURAMAN and GERARD J. TELLIS, May 1991, 160–174.

The authors examine an important influence on the price-advertising tradeoff, the ratio of price and advertising elasticities. Their theoretical analysis stresses the centrality of the elasticity ratio and shows how the pass-through ratio, the fraction of loyal consumers who take advantage of price discounts, and the contribution-price ratio are additional factors that influence the price-advertising tradeoff. Empirical analysis of 262 observations from published studies indicates that the price elasticity is "on average" 20 times the advertising elasticity. The elasticity ratio is higher for mature products than for products in the early stage of the life cycle, and for nondurable goods than for durable goods. These findings suggest that price discounting may be more profitable than an advertising increase for nondurable goods and mature products. The ratio is smaller for elasticities estimated from yearly data than for those based on quarterly or monthly data. This finding raises a question about the appropriate level of aggregation for understanding the relative effects of price and advertising.

A Canonical Expansion Model for Multivariate Media Exposure Distributions: A Generalization of the "Duplication of Viewing Law," PETER J. DANAHER, August 1991, 361–367.

A multivariate media exposure model consisting of a truncated canonical expansion of the joint exposure probability is developed. The first term of the expansion is the product of the univariate marginal probabilities, resulting in a model that is a generalization of Goodhardt and Ehrenberg's "duplication of viewing law." The proposed model is compared on the basis of estimation accuracy and computation speed with an accurate and quick "approximate" loglinear model and the popular Metheringham beta-binomial model. For large schedules the canonical expansion is more accurate than the approximate loglinear model but the reverse is true for small schedules. In addition, the proposed model is shown to be six times faster than the approximate loglinear model and much more accurate than Metheringham's model.

Cue Compatibility and Framing in Advertising, KEVIN LANE KELLER, February 1991, 42–57.

Findings from a laboratory experiment support three research propositions on how processing goals at ad exposure and retrieval cues in the brand decision environment affect recall of communication effects and ad and brand judgments. The first proposition, the "cue compatibility principle," is that compatibility or a match between the type of information stored in memory at encoding and the type of information present as cues at retrieval is necessary for successful recall of communication effects (e.g., cognitive responses). The second proposition is that though retrieval cues can facilitate recall of strongly associated information, they can inhibit recall of other, less strongly associated information in memory. The third proposition is that because processing goals and retrieval cues affect the accessibility and diagnosticity of communication effects, they "frame" brand judgments by influencing (1) the importance or weight placed on different types of communication effects in ad and brand judgments, and therefore (2) the actual favorableness of the judgments reached. The theoretical and managerial implications of these memory factors on advertising effectiveness are discussed.

Effects of Omitting Conclusions in Advertisements to Involved and Uninvolved Audiences, ALAN G. SAWYER and DANIEL J. HOWARD, November 1991, 467–474.

In two experiments, the authors manipulated the audience involvement level of an advertisement and whether the advertisement was open-ended (i.e., did not include an explicit conclusion) or closed-ended. Results of both experiments show the open-ended advertisement to be superior to the closed-ended one for an involved audience in terms of brand attitude, purchase intention, and choice, whereas only a small and statistically insignificant difference between the two types of advertisements is found for the uninvolved audience. Moreover, the second experiment shows that the choice advantage of the open-ended ad for the involved audience persisted when measured one week later.

Effects of Repeating Varied Ad Executions on Brand Name Memory, H. RAO UNNAVA and ROBERT E. BURNKRANT, November 1991, 406–416.

The encoding variability explanation for the superior memorability of varied ad executions over repeated same executions was tested in two experiments. Results show that attention and encoding variability contribute independently to brand name memory and that encoding variability effects are obtained even when attention differences are controlled.

Encoding and Retrieval of Ad Affect in Memory, DOUGLAS M. STAYMAN and RAJEEV BATRA, May 1991, 232–239.

The relationship in memory between affect evoked by an ad during exposure and the brand name is discussed and tested. Two studies tested the possible role of advertising in strengthening ties between affect and a brand name in memory by examining accessibility of ad affect and its possible relevance to decision making. The first study assessed whether the brand name could serve as a prime for ad affect and whether such affect is likely to have greater influence in low than high involvement decisions. The second study showed that subjects whose brand preferences were influenced by positive affect during ad exposure were more able to feel positive when the brand name was used as a subsequent retrieval cue than either subjects without positive affect at exposure or subjects for whom a different brand name was used as the subsequent retrieval cue. Implications are drawn from these results for the storage and retrieval of advertising-elicited affect in memory.

An Imagery-Processing View of the Role of Pictures in Print Advertisements, H. RAO UNNAVA and ROBERT E. BURNKRANT, May 1991, 226–231.

Pictures that exemplify verbal product attribute information in an ad are argued to enhance ad recall only when the verbal information is of low imagery. When the verbal information is of high imagery, self-generated images are expected to minimize the effect of externally provided pictures on the recall of verbal information.

Measuring the Short-Term Effect of In-Store Promotion and Retail Advertising on Brand Sales: A Factorial Experiment, ALBERT C. BEMMAOR and DOMINIQUE MOUCHOUX, May 1991, 202–214.

See "Pricing Research"

Pulsing in a Discrete Model of Advertising Competition, SEHOON PARK and MINHI HAHN, November 1991, 397–405.

To investigate the effects of pulsing for a firm responding to its competitor's even or pulsed advertising, the authors use a discrete version of the Lanchester model. They show that pulsing can be superior to the even strategy even if the change in market shares is a concave function of advertising. Also, if the advertising response is linear or convex, (1) pulsing is superior to the even strategy and (2) it is more beneficial for the firm to advertise at the high (low) level when its rival advertises at the low (high) level if the firm has stronger brand power, greater net pulsing effect, or a more convex advertising response than its rival firm.

BRAND CHOICE

A Clusterwise Regression Method for Simultaneous Fuzzy Market Structuring and Benefit Segmentation, MICHEL WEDEL and JAN-BENEDICT E. M. STEENKAMP, November 1991, 385–396.

See "Regression and Other Statistical Techniques"

Determining Interbrand Substitutability Through Survey Measurement of Consumer Preference Structures, RANDOLPH E. BUCKLIN and V. SRINIVASAN, February 1991, 58–71.

The authors develop a survey approach to determine cross-price elasticities and switching matrices for brands in a prespecified product class. The survey determines for each household whether to elicit multiple subhousehold preference structures to account for differing user/usage situations within the household. The preference structures (brand preferences and price-preference tradeoffs) obtained are used to specify preference functions and estimate choice probabilities. The choice probabilities depend on brand prices and form the basis for obtaining market-level cross-price elasticities and switching matrices by aggregation. The survey-based results are found to be predictive of the actual purchase behavior of 2000 IRI scanner panel households residing in the same area as, but not included in, the survey sample.

Development and Testing of a Model of Consideration Set Composition, JOHN H. ROBERTS and JAMES M. LATTIN, November 1991, 429–440.

The authors develop a model of consideration set composition. The approach taken is to compare the marginal expected benefits of including an additional brand in the consideration set with its associated costs of consideration. From an expression of the utility that a brand needs to gain membership in a current consideration set, the authors derive an expression for set composition and optimal set size. They develop a measurement method to test the model at the individual level and apply it to the ready-to-eat cereal market. The model is tested in two ways. First, the utility function is calibrated at the individual level and the model is used to predict consideration of current brands. The calibrated model also is used to forecast individual consideration of three new product concepts. Second, the predictive ability of a two-stage model of consideration and choice is tested against a traditional one-stage choice model. The authors conclude with a discussion of management implications of the model in terms of auditing current brands and new product management.

Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay, ARADHNA KRISHNA, November 1991, 441–451.

See "Buyer Behavior"

Effects of Price, Brand, and Store Information on Buyers' Product Evaluations, WILLIAM B. DODDS, KENT B. MONROE, and DHRUV GREWAL, August 1991, 307–319.

See "Buyer Behavior"

Effects of Repeating Varied Ad Executions on Brand Name Memory, H. RAO UNNAVA and ROBERT E. BURNKRANT, November 1991, 406–416.

See "Advertising and Media Research"

Encoding and Retrieval of Ad Affect in Memory, DOUGLAS M. STAYMAN and RAJEEV BATRA, May 1991, 232–239.

See "Advertising and Media Research"

Full-Information Maximum Likelihood Estimation of Brand Positioning Maps Using Supermarket Scanning Data, ERIC WAARTS, MARTIN CARREE, and BEREND WIERENGA, November 1991, 483–490.

See "Regression and Other Statistical Techniques"

Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data, PRADEEP K. CHINTAGUNTA, DIPAK C. JAIN, and NAUFEL J. VILCASSIM, November 1991, 417–428.

In analyzing panel data, the issue of heterogeneity across households is an important consideration. If heterogeneity is present but is ignored in the analysis, it will result in biased and inconsistent estimates of the effects of marketing mix variables on brand choice. The authors propose the use of a random effects specification to account for heterogeneity in brand preferences across households

in a logit framework. The model parameters are estimated by both parametric and semiparametric approaches. The authors also compare their results with those obtained from logit models in which observed past choice behavior is used to capture such heterogeneity. The different models are estimated with the IRI saltine crackers dataset. A formal statistical test of the model specifications shows that the semiparametric specification is the most preferred in terms of the overall fit of the model to the data. In addition, that specification predicts best when the models are validated in a holdout sample of households.

A Process-Tracing Study of Brand Extension Evaluation, DAVID M. BOUSH and BARBARA LOKEN, February 1991, 16–28.

The authors explore the implications of considering a brand as representing a category consisting of its products. They report results of a laboratory experiment in which response times and verbal protocols were used to examine processes related to the evaluation of brand extensions. Evaluations of brand extensions were influenced both by the extension's similarity to the brand's current products (brand extension typicality) and by the variation among a brand's current products (brand breadth). An inverted U describes the relationship between brand extension typicality and evaluation process measures. Moderately typical extensions were evaluated in a more piecemeal and less global way than were either extremely typical or extremely atypical extensions. Subjects' attitudes toward brand extensions were correlated highly with their ratings of brand extension typicality.

Substitution in Use and the Role of Usage Context in Product Category Structures, S. RATNESHWAR and ALLAN D. SHOCKER, August 1991, 281–295.

See "Buyer Behavior"

BUYER BEHAVIOR

Comparability and Comparison Levels Used in Choices Among Consumer Products, KIM P. CORFMAN, August 1991, 368–374.

A typology for the classification of products according to their comparability is presented and hypotheses about the levels of comparison used by consumers in making choices among durable goods are proposed. The hypotheses are tested with data provided by subjects who made choices among durable goods and indicated their choice criteria in an interactive survey. Subjects tended to use abstract levels of comparison even when items could be compared easily on concrete attributes, and choices between more comparable items were more difficult to make than those between less comparable items.

Cue Compatibility and Framing in Advertising, KEVIN LANE KELLER, February 1991, 42–57.

See "Advertising and Media Research"

Determining Interbrand Substitutability Through Survey Measurement of Consumer Preference Structures, RANDOLPH E. BUCKLIN and V. SRINIVASAN, February 1991, 58–71.

See "Brand Choice"

Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay, ARADHNA KRISHNA, November 1991, 441–450.

Research has shown that brands with higher deal frequency obtain a smaller market share gain on deal and have a lower expected price. However, the level of dealing must be perceived by consumers before it can affect consumer response to promotions. Hence, perception of deal frequency may affect consumer price perceptions and deal response much more strongly than the actual deal frequency. The author determines how consumer perceptions of deal frequency for a brand may be influenced by the dealing pattern of that brand and of other brands. She shows that the price consumers are willing to pay for a brand is correlated more highly with perceived deal frequency than with actual deal frequency. She also shows that the price consumers are willing to pay is correlated with the actual deal frequency of the brand for certain dealing patterns, but not for others.

Effects of Omitting Conclusions in Advertisements to Involved and Uninvolved Audiences, ALAN G. SAWYER and DANIEL J. HOWARD, November 1991, 467–475.

See "Advertising and Media Research"

Effects of Price, Brand, and Store Information on Buyers' Product Evaluations, WILLIAM B. DODDS, KENT B. MONROE, and DHRUV GREWAL, August 1991, 307–319.

The authors report a study of the effects of price, brand, and store information on buyers' perceptions of product quality and value, as well as their willingness to buy. Hypotheses are derived from a conceptual model positing the effects of extrinsic cues (price, brand name, and store name) on buyers' perceptions and purchase intentions. Moreover, the design of the experiment allows additional analyses on the relative differential effects of price, brand name, and store name on the three dependent variables. Results indicate that price had a positive effect on perceived quality, but a negative effect on perceived value and willingness to buy. Favorable brand and store information positively influenced perceptions of quality and value, and subjects' willingness to buy. The major findings are discussed and directions for future research are suggested.

Forecasting the Effects of an Aging Population on Product Consumption: An Age-Period-Cohort Framework, JOSEPH O. RENTZ and FRED D. REYNOLDS, August 1991, 355–360.

See "Forecasting"

Gender Differences in the Use of Message Cues, JOAN MEYERS-LEVY and BRIAN STERNTHAL, February 1991, 84–96.

See "Information Processing"

Modeling Purchase-Timing and Brand-Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity, NAUFEL J. VILCASSIM and DIPAK C. JAIN, February 1991, 29–41.

The authors use a continuous-time semi-Markov approach to analyze in a single framework the purchase-timing and brand-switching decisions of households for a frequently purchased product. The analysis provides more insights into the dynamics of household purchase behavior than could be obtained from conventional discrete choice models such as logit or probit. The authors find that the probability distribution of interpurchase times is not the same for various switching between brands, revealing extra information about the purchase-timing decisions. Further, they find that though the marketing mix and household demographic variables explain a large part of the variation in the brand-switching rates, they account for only a small part of the variation in the repeat purchase rates. Another finding from the analysis is that the rates of switching between brands due to promotional activities such as special displays and price reductions are in reverse order to the share of purchases of the various brands.

A Process-Tracing Study of Brand Extension Evaluation, DAVID M. BOUSH and BARBARA LOKEN, February 1991, 16–28.

See "Brand Choice"

Stochastic Models of Interpurchase Time With Time-Dependent Covariates, SUNIL GUPTA, February 1991, 1–15.

Consumers' purchase time decisions are important elements of their buying decision process. Stochastic models of interpurchase time, which have been used extensively in the marketing literature, are parsimonious, easy to estimate, and usually fit and predict the data well. However, there has been a striking omission of marketing variables in these models. Because empirical evidence suggests that marketing variables, such as promotions, can affect consumers' purchase time decisions, the author presents a methodology for including such variables in these stochastic models. Four commonly used models are discussed: exponential, Erlang-2 (no heterogeneity), and these two models with gamma heterogeneity. Thus one can include duration dependence, heterogeneity, and nonstationarity in the model, and also account for right-censored data. Special care is shown to be needed when covariates, such as marketing variables, vary over time. The models are analytically tractable, which makes their estimation and validation simple and fast. An illustration of the methodology is provided with scanner panel data for coffee. Inclusion of duration dependence, heterogeneity, and marketing variables is shown to improve the models' diagnostics, fit, and predictions.

Substitution in Use and the Role of Usage Context in Product Category Structures, S. RATNESHWAR and ALLAN D. SHOCKER, August 1991, 281–296.

The relationship between the substitution in use approach to product-market structure and cognitive accounts of product category structures is investigated in terms of the role of product usage context. Studies 1 and 2 show that distinctive usages predict similarity judgments, whereas usage versatility predicts prototypicality. The results of a third study suggest that individual usage contexts are associated with subcategories that involve restructuring of the overall category and, as such, guide context-specific product recall. Conceptual and managerial implications of the findings are discussed.

DECISION RESEARCH

Multiattribute Dyadic Choice: Models and Tests, DAVID J. CURRY, MICHAEL B. MENASCO, and JAMES W. VAN ARK, August 1991, 259–267.

Three models for resolving a cooperative, dyadic choice problem are formulated and solved. Solutions are presented in n-dimensional attribute space (versus the utility plane) to fous on cognitive conflict between decision makers rather than on goal conflict. Forecasts from the models are compared in a choice experiment. All three models outperform chance in predicting a dyad's first choice, but the nonzero reference point model best predicts second through n^{th} places—a desirable feature for product positioning applications. Recommendations for incorporating the model into choice simulators and expert negotiating systems are provided.

Perceptions of Relative Influence: Formation and Measurement, KIM B. CORFMAN, May 1991, 125–136.

A model is proposed to explain sources of error in perceptions and reports of relative influence. The analysis focuses on the determinants of inferential ability and perceptual bias and their effects on the accuracy of spouses' self-reports on relative influence. Results have implications for research on groups, indicating that accuracy improves when more specific measures are used. Further, accuracy is improved through the impact of specificity on relative influence, traditionalism, desire to win, empathy, stage in the family lifecycle, education, and sex.

ECONOMETRIC MODELS

A Canonical Expansion Model for Multivariate Media Exposure Distributions: A Generalization of the "Duplication of Viewing Law," PETER J. DANAHER, August 1991, 361–367.

See "Advertising and Media Research"

Cross-Validation and Information Criteria in Causal Modeling, CHRISTIAN HOMBURG, May 1991, 137–144.

Many applications of causal modeling in marketing involve selection among several competing causal models. The author investigates whether common criteria for model selection such as cross-validation indices and information criteria are likely to lead to discovery of the correct population model. Guidance on the use of these selection criteria in practice is provided for substantive marketing researchers. Results indicate that the adequacy of cross-validation depends critically on the method used for sample-splitting. The author suggests the application of Snee's DUPLEX algorithm in this context. For situations in which the assumption of multinormally distributed variables is justified, information criteria are found to be highly appropriate for model selection, outperforming cross-validation methods in several respects.

Developing and Testing a Contingency Paradigm of Group Choice in Organizational Buying, ELIZABETH J. WILSON, GARY L. LILIEN, and DAVID T. WILSON, November 1991, 452–466.

See "Organizational Buyer Behavior"

Development and Testing of a Model of Consideration Set Composition, JOHN H. ROBERTS and JAMES W. LATTIN, November 1991, 429–440.

See "Brand Choice"

Equilibrium Characteristics of Multinomial Logit Market Share Models, THOMAS S. GRUCA and D. SUDHARSHAN, November 1991, 480–482.

Previous research suggests that a multinomial logit model of market share can be used in optimization or equilibrium analyses of marketing decision making. However, there are significant problems with the solutions obtained from such an analysis. The authors show that for any firm with less than a 50% market share, the profit maximizing solution is to increase advertising as much as possible. The same holds true for any other positively signed marketing mix variable. The exponential property of the MNL model precludes reasonable descriptions of firm behavior in this case. Thus, the MNL market share model is inappropriate for equilibrium analysis of marketing competition.

Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data, PRADEEP K. CHINTAGUNTA, DIPAK C. JAIN, and NAUFEL J. VILCASSIM, November 1991, 417–428.

See "Brand Choice"

Modeling Purchase-Timing and Brand Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity, NAUFEL J. VILCASSIM and DIPAK C. JAIN, February 1991, 29–41.

See "Buyer Behavior"

Multiattribute Dyadic Choice: Models and Tests, DAVID J. CURRY, MICHAEL B. MENASCO, and JAMES W. VAN ARK, August 1991, 259–267.

See "Decision Research"

Pioneering and Market Share: Is Entry Time Endogenous and Does It Matter? MICHAEL J. MOORE, WILLIAM BOULDING, and RONALD C. GOODSTEIN, February 1991, 97–104.

All previous empirical work assessing the effects of pioneering on firm performance treats pioneering as an exogenous variable. The authors develop a theoretical model of the entry decision that suggests treatment of pioneering as an endogenous variable. They test the model by reestimating a recent empirical pioneering model.

Using Hausman's specification test, they find statistically significant bias in the exogenous pioneering model. In assessing the effect of pioneering on market share, they find substantive differences between the biased and inconsistent exogenous pioneering estimates and the consistent endogenous estimates in terms of both statistical and practical significance.

Primary Demand for Beer in The Netherlands: An Application of ARMAX Model Specification, PHILIP HANS FRANSES, May 1991, 240–245.

The central issue in the application of econometric and time series analysis (ETS) to market response models is the model-building process. The author proposes a specification strategy for ETS modeling and applies it to the primary demand for beer in The Netherlands.

Pulsing in a Discrete Model of Advertising Competition, SEHOON PARK and MINHI HAHN, November 1991, 397–405.

See "Advertising and Media Research"

A Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis, RAJEEV KOHLI and VIJAY MAHAJAN, August 1991, 347–354.

See "Pricing Research"

Response Function Estimation Using the Equity Estimator, ARVIND RANGASWAMY and LAKSHMAN KRISHNAMURTHI, February 1991, 72–83.

Multicollinearity often hampers the estimation of the "independent" effects of the marketing mix variables in sales response models. In a previous study, the authors recommended the use of the equity estimator for estimating linear models in the presence of multicollinearity. In this article, they evaluate the performance of equity, ridge, OLS, and principal components estimators in estimating response functions for 36 pharmaceutical products. Overall, equity outperforms the other three estimators on criteria such as estimated bias, variance, and face validity of the estimates. The four estimators have similar levels of predictive accuracy. The authors also present some managerial implications for resource allocation in the pharmaceutical industry.

Stochastic Models of Interpurchase Time With Time-Dependent Covariates, SUNIL GUPTA, February 1991, 1–15.

See "Buyer Behavior"

FORECASTING

Forecasting the Effects of an Aging Population on Product Consumption: An Age-Period-Cohort Framework, JOSEPH O. RENTZ and FRED D. REYNOLDS, August 1991, 355–360.

A method of forecasting the effects of changing age distributions and cohort succession on product consumption is presented. Cohort analysis is used to estimate the effects of age, period, and cohort membership on consumption. Recent developments in cohort analysis are reviewed and a study of coffee consumption reported. The forecasts differ from traditional cross-sectional forecasts and in some cases predict changes opposite in directionality. The cohort forecasts are shown to be more accurate than cross-sectional forecasts in the coffee study. The method is not limited to forecasting product consumption, but can be used in forecasting other behaviors, attitudes, and opinions.

INDUSTRIAL MARKETING

Interdepartmental Conflict in Organizational Buying: The Impact of the Organizational Context, DONALD W. BARCLAY, May 1991, 145–159.

See "Organizational Buyer Behavior"

Purchasing Agents' Use of Negotiation Strategies, BARBARA C. PERDUE and JOHN O. SUMMERS, May 1991, 175–189.

See "Organizational Buyer Behavior"

INFORMATION PROCESSING

Gender Differences in the Use of Message Cues, JOAN MEYERS-LEVY and BRIAN STERNTHAL, February 1991, 84–96.

Data from two experiments suggest that the genders differ in how they make judgments. In comparison with men, women appeared to have a lower threshold for elaborating on message cues and thus made greater use of such cues in judging products. These differences were eliminated both when the message cues prompted so little attention that they were below men's and women's thresholds for message elaboration and when they prompted so much attention that both genders' thresholds were exceeded. The origins and implications of these differences are discussed.

An Imagery-Processing View of the Role of Pictures in Print Advertisements, H. RAO UNNAVA and ROBERT E. BURNKRANT, May 1991, 226–231.

See "Advertising and Media Research"

INTERNATIONAL MARKETING

A Cross-National Assessment of the Reliability and Validity of the CETSCALE, RICHARD G. NETEMEYER, SRINIVAS DURVASULA, and DONALD R. LICHTENSTEIN, August 1991, 320–327.

See "Measurement"

MARKETING MANAGEMENT

Boundary Role Ambiguity in Marketing-Oriented Positions: A Multidimensional, Multifaceted Operationalization, JAGDIP SINGH and GARY K. RHOADS, August 1991, 328–338.

See "Measurement"

MEASUREMENT

Boundary Role Ambiguity in Marketing-Oriented Positions: A Multidimensional, Multifaceted Operationalization, JAGDIP SINGH and GARY K. RHOADS, August 1991, 328–338.

Though marketers have begun to use the role ambiguity construct in understanding the boundary role phenomenon, several researchers have noted that extant *measures* of role ambiguity are deficient because they do not represent the breadth (or multidimensionality) of the underlying construct. Building on previous work, the authors develop a *multi*dimensional, *multi*faceted, 45-item *r*ole *am*biguity *construct* (MULTIRAM) by delineating at a dimensional level the various role ambiguities perceived salient by marketing-oriented boundary spanners such as salespeople and customer service personnel. Using data from multiple samples, they provide evidence for reliability, stability, and convergent and discriminant validity for the seven facets of the MULTIRAM construct. Their analysis further reveals that Rizzo, House, and Lirtzman's global measure of role ambiguity *underidentifies* the role ambiguities faced by boundary spanners. Finally, the authors examine selected correlates and consequences of the MULTIRAM facets. The findings indicate that the MULTIRAM facets have nomological validity and depict differential relationships with the various correlates and consequences examined. Several implications for managers and researchers are discussed, and directions for future research are provided.

A Cross-National Assessment of the Reliability and Validity of the CETSCALE, RICHARD G. NETEMEYER, SRINIVAS DURVASULA, and DONALD R. LICHTENSTEIN, August 1991, 320–327.

Though numerous calls have been made for the cross-national validation of measures used in international research, they have gone mostly unanswered. Recent research suggests that one construct and associated measure that may have great potential for international consumer research are consumer ethnocentrism and the CETSCALE, respectively. However, the CETSCALE was developed and validated with samples of U.S. consumers only. The authors assess the psychometric properties and nomological validity of the CETSCALE across four different countries that actively trade with each other. The results suggest that the CETSCALE is a reliable measure across the four countries and afford some evidence of validity as well.

Perceptions of Relative Influence: Formation and Measurement, KIM P. CORFMAN, May 1991, 125–36.

See "Decision Research"

Primary Demand for Beer in The Netherlands: An Application of ARMAX Model Specification, PHILIP HANS FRANSES, May 1991, 240–245.

See "Econometric Models"

Response Function Estimation Using the Equity Estimator, ARVIND RANGASWAMY and LAKSHMAN KRISHNAMURTHI, February 1991, 72–83.

See "Econometric Models"

ORGANIZATIONAL BUYER BEHAVIOR

Developing and Testing a Contingency Paradigm of Group Choice in Organizational Buying, ELIZABETH J. WILSON, GARY L. LILIEN, and DAVID T. WILSON, November 1991, 452–466.

The authors develop a contingency paradigm involving two situational factors (the nature of the buying task and the degree of perceived risk) to explain the predictive abilities of seven formal models of group choice and to see how the mechanism of buying center choice is affected by situational factors. In an empirical test of the models and the paradigm involving 104 procurement decisions made by buying centers, they found that the paradigm does significantly better than any single model in terms of predicting group choice. The contingency paradigm predicted accurately in 49% of the cases whereas the best alternative single model predicted correctly in only 20% of the cases. The results provide empirical support for several propositions in the organizational buying behavior literature.

Interdepartmental Conflict in Organizational Buying: The Impact of the Organizational Context, DONALD W. BARCLAY, May 1991, 145–159.

The author draws on theory and research in organizational behavior to formulate a model of organizational characteristics that affect buying-related interdepartmental conflict. The model is tested by PLS structural equation modeling with key-informant data from purchasing and engineering departments. Organizational characteristics such as barriers to communication, the reward system, and the ambiguity of departmental responsibilities explain a substantial portion of the variance in the manifestations of buying-related conflict.

Purchasing Agents' Use of Negotiation Strategies, BARBARA C. PERDUE and JOHN O. SUMMERS, May 1991, 175–189.

The authors report the findings from a field study of purchasing agents negotiating rebuy purchases of component parts. The negotiating stance adopted by industrial buyers is characterized by their reliance on three basic negotiation strategies: problem solving, manipulating perceptions about competition, and tough tactics. A structural model relating the purchasing agent's use of each of these strategies to six characteristics of the purchase context (material cost sensitivity of the buying firm, supplier competition, uniqueness of the buying firm's specifications, buyer's cooperative orientation, having information, and formal planning) is developed and empirically tested with data collected in a national survey of more than 300 purchasing agents. The results demonstrate the ability of the contextual variables to predict the emphasis purchasing agents will place on each of the individual strategies in any particular set of negotiations.

PRICING RESEARCH

An Analysis of the Tradeoff Between Advertising and Price Discounting, RAJ SETHURAMAN and GERARD J. TELLIS, May 1991, 160–174.

See "Advertising and Media Research"

Measuring the Short-Term Effect of In-Store Promotion and Retail Advertising on Brand Sales: A Factorial Experiment, ALBERT C. BEMMAOR and DOMINIQUE MOUCHOUX, May 1991, 202–214.

In a replicated in-store factorial experiment with 12 national brands in six nonperishable consumer goods categories, the authors find price deal elasticities in the [2–11] range, with larger values for smaller brands. Those elasticities increase 20% to 180% when deals are advertised by the retailer; the rates of increase are smaller for the leading brands. The price deal cross-elasticities of the higher priced brands are found to be smaller than those of the other brands; they are in the [2–2.7] range. Optimal retail deal rates are shown to be robust to model specification.

Reservation-Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis, RAJEEV KOHLI and VIJAY MAHAJAN, August 1991, 347–354.

A significant application of conjoint analysis is in pricing decisions for new products. Conceptually, profit maximization is an important criterion for selecting the price of a product. However, the maximization of profit necessitates estimation of fixed and variable costs, which are difficult to estimate reliably for the large number of products available for evaluation in conjoint analysis. Consequently, users of conjoint models have begun to use a share simulation to screen a small set of attractive products. For each screened product, fixed and variable costs are estimated separately and used to simulate its profits at different price levels. The limitation of this approach is that the profit simulations are based on the assumption that the conjoint data, and hence the predicted profits, are error free. Also, though the purpose of examining alternative prices is to determine the best price at which to offer a new product, current conjoint simulators do not focus explicitly on optimal pricing decisions. The authors describe and illustrate a model for optimal pricing of screened products in conjoint analysis, incorporating the effect of measurement and estimation error on predicted profits.

REGRESSION AND OTHER STATISTICAL TECHNIQUES

Adaptive Conjoint Analysis: Some Caveats and Suggestions, PAUL E. GREEN, ABBA M. KRIEGER, and MANOJ K. AGARWAL, May 1991, 215–222.

In the short span of five years, Sawtooth Software's Adaptive Conjoint Analysis (ACA) has become one of industry's most popular software packages for collecting and analyzing conjoint data. The authors critically examine ACA's assumption structure and measurement procedures; both formal and empirical findings are reported. They conclude with a series of constructive suggestions for increasing the reliability and versatility of the ACA package.

A Clusterwise Regression Method for Simultaneous Fuzzy Market Structuring and Benefit Segmentation, MICHEL WEDEL and JAN-BENEDIT E. M. STEENKAMP, November 1991, 385–396.

A generalized algorithm for fuzzy clusterwise regression (GFCR) is proposed that incorporates both benefit segmentation and market structuring within the framework of preference analysis. The method simultaneously estimates the models relating preferences to product dimensions within each of a number of clusters, and the degree of membership of brands and of subjects in those clusters. The performance of GFCR is assessed in a Monté Carlo study. An application to data on preferences for brands of margarine and butter is reported, the cross-validity of GFCR is assessed, and it is compared empirically with Kamakura's method. Managerial and research implications are discussed.

Collinearity, Power, and Interpretation of Multiple Regression Analysis, CHARLOTTE H. MASON and WILLIAM D. PERREAULT, JR., August 1991, 268–280.

Multiple regression analysis is one of the most widely used statistical procedures for both scholarly and applied marketing research. Yet, correlated predictor variables—and potential collinearity effects—are a common concern in interpretation of regression estimates. Though the literature on ways of coping with collinearity is extensive, relatively little effort has been made to clarify the conditions under which collinearity affects estimates developed with multiple regression analysis—or how pronounced those effects are. The authors report research designed to address these issues. The results show, in many situations typical of published cross-sectional marketing research, that fears about the harmful effects of collinear predictors often are exaggerated. The authors demonstrate that collinearity cannot be viewed in isolation. Rather, the potential deleterious effect of a given level of collinearity should be viewed in conjunction with other factors known to affect estimation accuracy.

Comment on "Adaptive Conjoint Analysis: Some Caveats and Suggestions," RICHARD M. JOHNSON, May 1991, 223–225.

The author presents a rejoinder to the article by Green, Krieger, and Agarwal.

Common Factor Score Estimates in Multiple Regression Problems, JOHN L. LASTOVICKA and KANCHANA THAMODARAN, February 1991, 105–114.

The issue of alternative methods for estimating factor scores is raised and, in particular, the case of using common factors as independent variables in regression problems is singled out for investigation. A Monté Carlo simulation experiment (varying: factor scoring method, uniqueness, assumption about factor correlations, and number of observed variables factored) is reported. Though several factor score estimators perform "equivalently" in the simulation, the best overall results are obtained with the Dwyer factor extension technique.

Cross-Validation and Information Criteria in Causal Modeling, CHRISTIAN HOMBURG, May 1991, 137–144.

See "Econometric Models"

Full-Information Maximum Likelihood Estimation of Brand Positioning Maps Using Supermarket Scanning Data, ERIC WAARTS, MARTIN CARREE, and BEREND WIERENGA, November 1991, 483–490.

The authors build on the idea put forward by Shugan to infer product maps from scanning data. They demonstrate that the actual estimation procedure used by Shugan has several methodological problems and may yield unstable estimates. They propose an alternative estimation procedure, full-information maximum likelihood (FIML), which addresses the problems and yields significantly improved results. An important additional advantage of the procedure is that the parameters of the preference distribution can be estimated simultaneously with the brand coordinates. Hence, it is not necessary to assume a fixed (uniform) distribution of preferences. An empirical application is presented in which the outcomes obtained from Shugan's procedure are compared with those from the proposed procedure.

A Moving Ellipsoid Method for Nonparametric Regression and Its Application to Logit Diagnostics With Scanner Data, MAKOTO ABE, August 1991, 339–346.

Nonparametric regression becomes increasingly attractive for marketing applications as the required large databases become available. The well-known kernel method provides the regression $E(y|x)$ of a response variable y given explanatory variables x. A new, moving ellipsoid variant smooths the regression surface preferentially along the tangential direction of $E(y|x)$. The method generalizes the flexible regression technique and provides improvements in mean absolute deviation and/or regression smoothness. In an application to brand choice modeling, the ellipsoid method constructs an empirical distribution of the stochastic term in a multinomial logit model. Comparison of empirical and theoretical distributions provides a consistency test for the logit model analogous to examining the normality of residuals in OLS regression.

Performance of the Polychoric Correlation Coefficient and Selected Fitting Functions in Confirmatory Factor Analysis With Ordinal Data, EDWARD E. RIGDON and CARL E. FERGUSON, JR., November 1991, 491–497.

In a simulation study, no combination of the polychoric correlation coefficient with any LISREL 7 fitting function produced unbiased estimated standard errors or a correctly distributed chi square statistic. However, there were major differences in the performance of the five fitting functions in the analysis of ordinal data.

SALESFORCE RESEARCH

Performance Against Quota and the Call Selection Decision, WILLIAM T. ROSS, JR., August 1991, 296–306.

What level of quota should be imposed on the salesperson? The author proposes that when performance against quota is a significant factor in a salesperson's compensation, that salesperson's call selection decision is influenced by his or her position in relation to quota. That is, quota acts as a reference point that influences the salesperson's behavior. Using recent advances in behavioral decision theory, the author proposes that (1) salespersons who perceive themselves to have no chance to attain quota are more likely to make risk averse decisions, (2) salespersons who have made quota are more likely to make risk seeking decisions, and (3) salespersons who have a chance to make quota select the alternative that affords the best opportunity of making quota. These propositions were tested in four studies, three involving hypothetical choice and one involving decisions made in a computerized, behavioral game theoretic experiment. The results indicate that the quota level a salesperson faces can significantly influence his or her decisions.

Supervisory Feedback: Alternative Types and Their Impact on Salespeople's Performance and Satisfaction, BERNARD J. JAWORSKI and AJAY K. KOHLI, May 1991, 190–201.

A fourfold typology of supervisory feedback is developed by crossing the *locus* of feedback (output vs. behavior) with the *valence* of feedback (positive vs. negative) provided to salespeople. Findings from an empirical study suggest that positive feedback serves an informational and a motivational function and has a significant effect on salespeople's performance and satisfaction. In contrast, negative feedback serves an informational function, but not a mo-

tivational function, and improves performance to a relatively small extent. Further, whereas positive *output* feedback is found to have the strongest total effect on performance, positive *behavioral* feedback appears to have the strongest total effet on satisfaction. Interestingly, neither negative output feedback nor negative behavioral feedback seems to reduce salespeople's satisfaction with supervisors. Finally, contrary to expectations, salespeople's acceptance of supervisory feedback does not appear to moderate these relationships in general.

SAMPLING AND SURVEY METHODS

Length-Biased Sampling in Mall Intercept Surveys, CLIFFORD NOWELL and LINDA R. STANLEY, November 1991, 475–479.

The authors address length-biased sampling that occurs when sampling is done at central locations in a shopping center. Correction techniques are presented for two situations: when the total length of stay is known or estimated and when only the recurrence time is known accurately. The techniques are illustrated with mall intercept data.

STRATEGY AND PLANNING

Pioneering and Market Share: Is Entry Time Endogenous and Does It Matter? MICHAEL J. MOORE, WILLIAM BOULDING, and RONALD C. GOODSTEIN, February 1991, 97–104.
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